

## Abstract of the Disclosure

An image sending server receives an image, which is picked up by a sender cellular phone as a destination terminal and is requested to send, as a pre-sending image via a network, and stores the image in a send-out image storing portion. A destination terminal information inputting portion inputs destination terminal information acquired from a destination cellular phone, and transfers the information to a send-out image generation processing portion. The send-out image generation processing portion generates the send-out image by performing an image correcting process according to characteristics of each image and also performing an image correcting process, which is adaptive for the model of the destination cellular phone, according to image-correction parameter, which is appropriate for a display device of the destination cellular phone based on the destination terminal information. This send-out image is sent from an image transmitting portion to the destination cellular phone via the network.